

# DULWICH MARKET INSIGHT 2015

**Dulwich has the strongest track record for house price growth in the UK and some of the best schools in the country. Against the background of the wider transformation of south-east London, it is exceptionally well-positioned to benefit as the property market in the capital evolves, says Tom Bill**

Demand for prime London property has dispersed over the last three years, which has benefitted less central areas like Dulwich.

This process followed price growth of 48% in prime central London between 2009 and 2012, cementing the area's reputation as a safe-haven during the global financial crisis.

As a result of this exceptional growth, domestic and international buyers have increasingly sought better value beyond central London. Families in particular are looking for more space beyond the zone 1 central area.

The phenomenon is known as the 'ripple effect' and has been a feature of previous property cycles, with house price growth emanating outwards from central London.

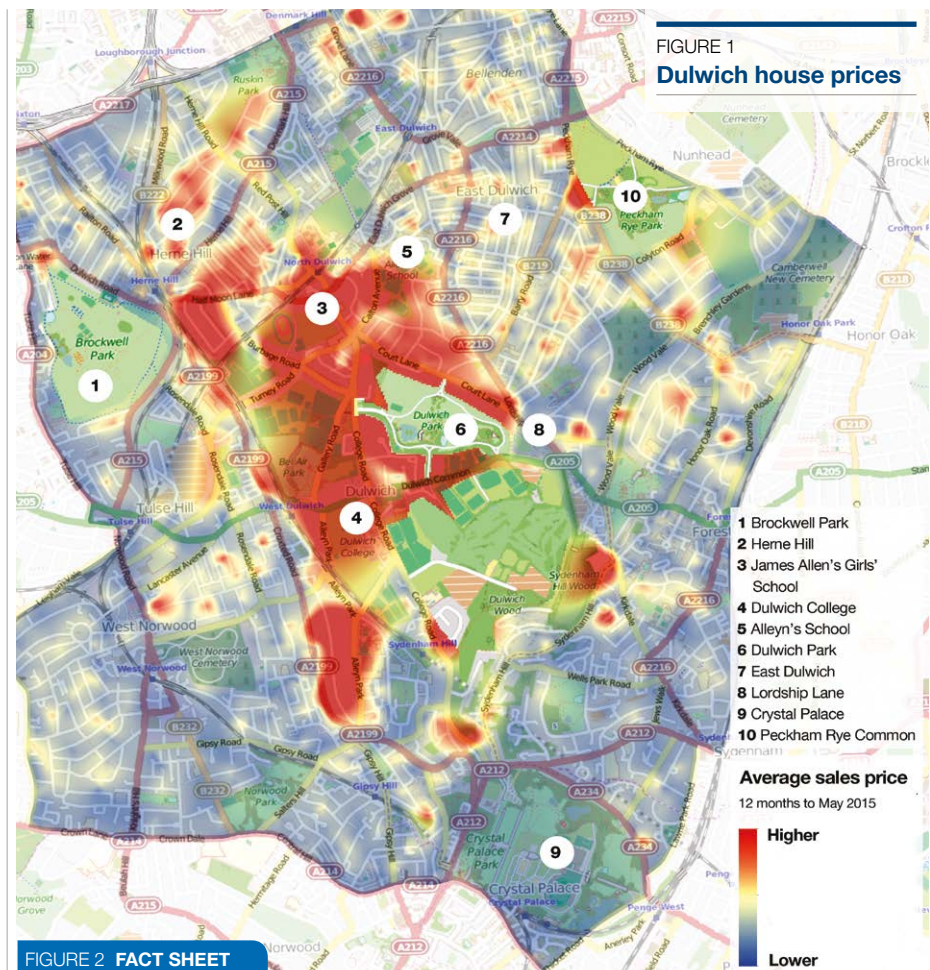
One area where this demand has reached is south-west London, thanks to a corridor of affluence that runs along the River Thames.

However, Dulwich in south-east London is particularly well-positioned to benefit, given the two principal drivers of demand are value-for-money and education.

Prices per square foot in Dulwich range between £600 and £1,100, as figures 2 and 5 show. It represents better value than areas of south-west London like Chiswick and Barnes, where prices range from £800 to £1,300.

Furthermore, there is an array of train stations including North, East and West Dulwich, Sydenham Hill and Herne Hill with access to Victoria, London Bridge and King's Cross, meaning central London travel times are typically quicker than south-west London.

South-east London has not traditionally had a high concentration of high-value property but Dulwich is an established prime market because the 1,500-acre area has been controlled by freeholder the Dulwich Estate for 400 years. Established by Edward Alleyn, it has a long-term approach to development and is run for the benefit of the area's schools.



**FIGURE 2 FACT SHEET**

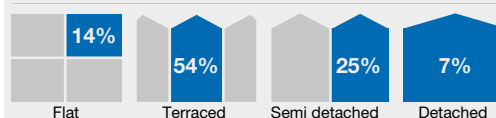
**897%: Price growth since 1995**  
**12%: Average price growth per year since 1995**  
**53%: Price growth in last three years**  
**£600 to £1,100: Price per square foot**  
**17 minutes: North Dulwich to London Bridge**

#### Blue Plaques

**Enid Blyton** (1897 to 1968) Children's writer  
**Phyllis Pearsall** (1906 to 1996) Inventor of the London A to Z

#### PROPERTY TYPE

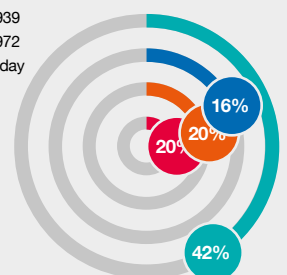
(£500,000+ sales, 2 years to 31 March 2015)



**Population: 19,443**

#### AGE OF HOUSING STOCK

Pre-1900  
 1900-1939  
 1945-1972  
 1973-today





## DULWICH MARKET INSIGHT 2015

It has resulted in a predominance of high-quality family housing, 42% of which pre-dates 1900, as figure 2 shows. Moreover, the central Dulwich Village district has been a conservation area for almost half a century and its finger signposts, independent shops and white picket fences are unique in this part of London.

Dulwich is also benefitting from a fundamental change taking place in south-east London.

The population of London is forecast to grow by more than 100,000 every year for the next decade and as demand for residential property rises, it is rippling outwards but also gravitating south-east in the search for what has traditionally been a more affordable part of London.

This wider transformation has been driven by the opening in 2011 of the London Overground, which has accelerated urban renewal and contributed towards double-digit annual price growth in surrounding areas like Crystal Palace, Peckham and Honor Oak Park.

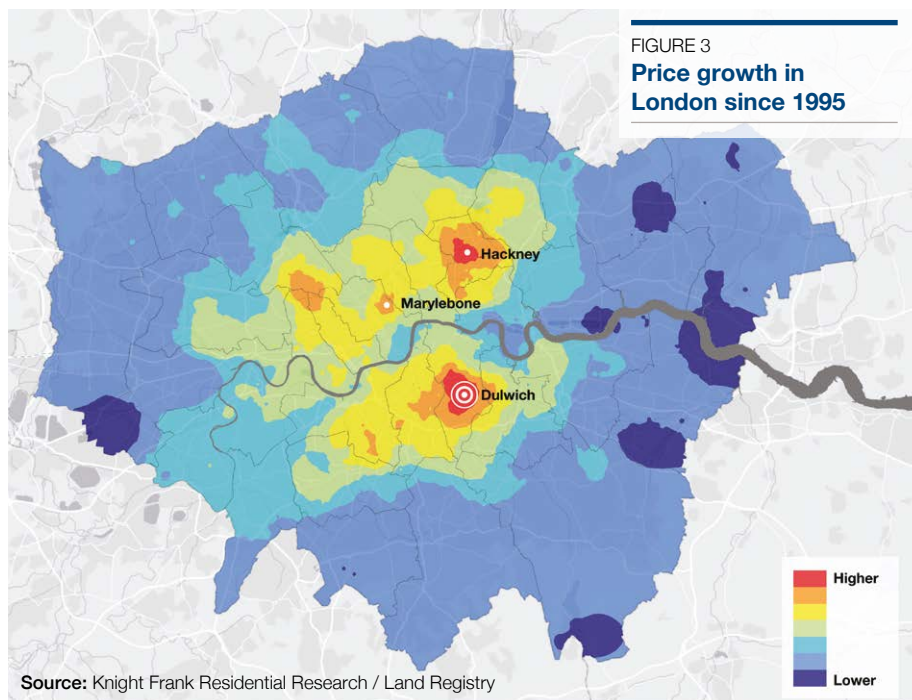
The full extent of how Dulwich has benefitted from these deeper-seated changes in the London property market can be seen in figure 3. Based on repeat sales data, it shows that house price growth in Dulwich of 897% has been stronger than anywhere else in the UK since Land Registry records began in 1995, the equivalent of 12% per year for two decades.

Growth has been particularly strong over the last three years, as figure 4 shows, when a rise of 53% across the whole Knight Frank Dulwich office patch outperformed the prime central London market between the first quarters of 2012 and 2015.

The exceptional quality of its schools, including the world-famous Dulwich College, has also played a major role driving demand. Other top schools include James Allen's Girls' School and Alleyn's, and buyers from countries including China and the United States are drawn to Dulwich for this reason.

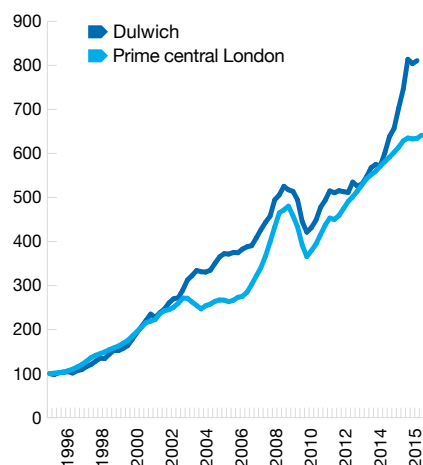
Demand remains predominantly UK-based and a number of buyers come from Clapham and Battersea, typically moving to Dulwich after having started a family in these more central locations. As figures 1 and 5 show, house prices are higher around these top-performing schools.

Dulwich's strong track record of house price growth and the wider transformation of south-east London combine with the enduring appeal of its schools and secure freehold structure to make Dulwich exceptionally well-positioned to benefit as the London property market evolves.



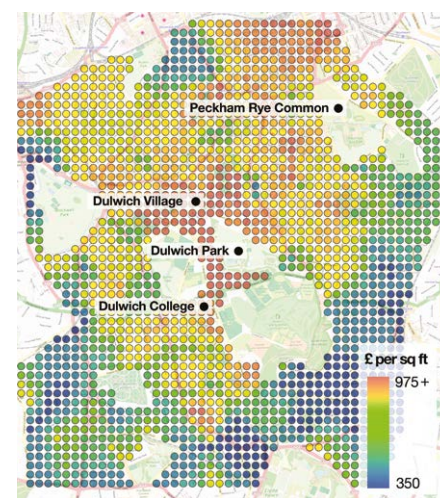
**FIGURE 4**  
**Dulwich outperforms prime central London**

(House price growth re-based to 100)



**FIGURE 5**  
**Dulwich £/sq ft map**

(Asking and achieved prices Q1 2013 to Q2 2015)



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